संख्या-286 /2023 / 4004/चार-2023

प्रेषक,

मुकेश कुमार मेश्राम,
प्रमुख सचिव,
उत्तर प्रदेश शासन।

सेवा में,

1. **अपर मुख्य सचिव/प्रमुख सचिव/सचिव**,
   नगर विकास/ नागरिक सुरक्षा/ प्रान्तीय रक्षक दल एवं युवा कल्याण/ पंचायती राज/ ग्राम्य विकास/ खेल/सैनिक कल्याण/ गृह / बेसिक शिक्षा/ माध्यमिक शिक्षा/ उच्च शिक्षा/ सूचना एवं जनसम्पर्क/ वन विभाग, उत्तर प्रदेश।
2. **समस्त मण्डलायुक्त**,
   उत्तर प्रदेश।
3. **समस्त जिलाधिकारी**,
   उत्तर प्रदेश।
4. **समस्त पुलिस आयुक्त/वरिष्ठ पुलिस अधीक्षक,**
   उत्तर प्रदेश।

संस्कृति अनुभाग **लखनऊः दिनांक 23 सितम्बर, 2023**

विषयः ''आजादी का अमृत महोत्सव'' योजना के अन्तर्गत प्रदेश में 'मेरी माटी मेरा देश-अमृत कलश यात्रा' कार्यक्रम के आयोजन के सम्बन्ध में।

महोदय,

उपर्युक्त विषय पर शासनादेश संख्या- 3870/चार-2023 दिनांक 06 सितम्बर, 2023 का कृपया संदर्भ ग्रहण करने का कष्ट करें जिसके माध्यम से ''आजादी का अमृत महोत्सव'' योजना के अन्तर्गत प्रदेश में 'मेरी माटी मेरा देश-अमृत कलश यात्रा' कार्यक्रम के आयोजन के सम्बन्ध में विस्तृत दिशा- निर्देश निर्गत किये गये हैं।

2. इस संबंध में सचिव, संस्कृति मंत्रालय, भारत सरकार के पत्र संख्या- 42-22 /261 /2023-AKAM दिनांक 14 सितम्बर, 2023 (प्रतिलिपि संलग्न) के द्वारा मेरी माटी मेरा देश कार्यक्रम हेतु स्टैण्डर्ड ऑपरेटिंग प्रोसीजर्स (SOP) उपलब्ध कराया गया है जिसमें कतिपय निर्देश निम्नवत् दिये गये हैं:-

1. अमृत कलश यात्रा को आम जनमानस तक पहुँचाने के लिए राज्य सरकार द्वारा स्थानीय प्रशासन का सहयोग प्राप्त किया जाये, इस कार्य हेतु भारत सरकार की जिला / ब्लॉक / ग्रामीण स्तर पर कार्यरत क्षेत्रीय इकाईयों से सहयोग प्राप्त किया जाये। इस कार्य हेतु स्थानीय स्तर पर निम्न का सहयोग प्राप्त किया जाय:-
   1. केन्द्रीय सशस्त्र पुलिस बल (गृह मंत्रालय)
   2. बैंक (वित्त मंत्रालय)
   3. केन्द्रीय विद्यालय, नवोदय विद्यालय, सी0बी0एस0सी0 स्कूल (शिक्षा मंत्रालय)
   4. पोस्ट आफिस (संचार मंत्रालय)
   5. कॉमन सर्विस सेन्टर / ग्राम स्तरीय उद्यमिक (मिनिस्ट्री ऑफ इलेक्ट्रानिक्स एंड इन्फार्मेशन टेक्नोलॉजी)
   6. क्षेत्र सांस्कृतिक केन्द्र (संस्कृति मंत्रालय)
   7. पी0एस0यू0 (कोयला मंत्रालय)
2. जिला / ब्लॉक / ग्रामीण स्तर पर अमृत कलश यात्रा हेतु स्थानीय स्तर पर स्टेक होल्डर्स को चयनित कर नोडल एजेन्सियों के रूप में सहयोग प्राप्त किया जाये। इन नोडल एजेन्सियों के द्वारा निम्नानुसार कार्य कराये जायें:-
   1. मिट्टी और चावल का संग्रह।
   2. ब्लॉक / स्थानीय स्तर पर कार्यक्रम ।
   3. राज्य की राजधानी से अमृत कलश यात्रा की औपचारिक विदाई ।
   4. दिल्ली आने वाले वालिंटियर्स का डाटा संग्रहण में सहयोग।
   5. रेलवे की बुकिंग इत्यादि।
3. भारत सरकार के पत्र दिनांक 14 सितम्बर, 2023 में उल्लिखित तिथिवार कार्यक्रम का मिनट-टू-मिनट कार्यक्रम निम्नवत् है:-

---

1- यह शासनादेश इलेक्ट्रानिकली जारी किया गया है, अत: इस पर हस्ताक्षर की आवश्यकता नही है ।

2- इस शासनादेश की प्रमाणिकता वेब साइट http://shasanadesh.up.gov.in से सत्यापित की जा सकती है ।

http://shasanadesh.up.gov.in

अवधि	विवरण
3-5 मिनट	आजादी का अमृत महोत्सव से संबंधित फिल्म / जन सहभागिता के साथ आयोजित किये गये कार्यक्रमों की झलकियां ।
5-10 मिनट	वीरों एवं स्वतंत्रता संग्राम सेनानियों का स्वागत एवं सम्मान ।
3-5 मिनट	मिट्टी फिल्म का प्रदर्शन ।
5-10 मिनट	राष्ट्र भक्ति पूर्ण गाने / मिट्टी गीत / कविताओं का गायन ।
20-30 मिनट-45 मिनट	प्रत्येक गांव / ब्लॉक / नगर निकायों से मिट्टी का संग्रहण एवं कलश यात्रा संबंधी कार्यो का कोरियोग्राफी के माध्यम से प्रस्तुतीकरण। स्कूल बैंड्स, सी0ए0पी0एफ0 / राज्य पुलिस बैण्डस आदि के राष्ट्रभक्ति पूर्ण कार्यक्रम। स्कूल के छात्र-छात्राओं की सहभागिता के साथ स्थानीय गीतकार, संगीतकार, नृत्य कला कार्यक्रमों की प्रस्तुति। समय की उपलब्धता के आधार पर स्थानीय वीरों को समर्पित लघु नाटिकाओं की प्रस्तुति।
	विशिष्ट महानुभावों के अभिभाषण ।
	राष्ट्रगान ।

4. आवागमन की सहजता के दृष्टिगत एकत्रित मिट्टी एवं अक्षत के संग्रहण हेतु कलश का वजन दो से ढाई किलोग्राम से अधिक नहीं होना चाहिये।
5. ब्लॉक में तैयार किये गये अमृत कलश हेतु चयनित स्वयं सेवकों का सम्पूर्ण डाटा विवरण एवं संख्या दो दिन में उपलब्ध कराना सुनिश्चित करें, जिससे कि कलश यात्रियों के आवागमन हेतु रेल आदि की व्यवस्था कराने हेतु भारत सरकार से अनुरोध किया जा सके।
6. ग्राम पंचायत स्तर, ब्लॉक स्तर एवं जनपद स्तर पर आयोजित समस्त कार्यक्रमों की गुणवत्तापरक फोटो/ वीडियो / सेल्फी (मुट्ठी भर मिट्टी अथवा चुटकी भर अक्षत के साथ) कार्यक्रमों की संकलित सूचना संस्कृति विभाग के पोर्टल **http://culturalevents.in/amritkalashyatra/ पर प्रतिदिन अपलोड की जाये, जिससे कार्यक्रम के बाद पूरे आयोजन के सम्बन्ध में संकलित रिपोर्ट बनाने में उक्त का उपयोग किया जा सके।**

3. इस सम्बन्ध में मुझे यह कहने का निदेश हुआ है कि कृपया उपर्युक्तानुसार आवश्यक कार्यवाही सुनिश्चित कराने का कष्ट करें।

संलग्नक : यथोक्त।

भवदीय,
मुकेश कुमार मेश्राम
प्रमुख सचिव

<u>पृ0सं0- 286 /2023 / 4004(1)/चार-2023, तद्दिनांक।</u>

प्रतिलिपि-

1. अपर मुख्य सचिव, मा0 मुख्यमंत्री, उत्तर प्रदेश।
2. निजी सचिव, मा0 उप मुख्यमंत्रीगण/ मा0 मंत्रीगण/मा0 राज्य मंत्रीगण।
3. समस्त जिला युवा कल्याण अधिकारी, उत्तर प्रदेश।
4. निदेशक, सूचना एवं जनसम्पर्क विभाग, उ0प्र0, लखनऊ को इस निर्देश के साथ प्रेषित कि उल्लिखित समस्त कार्यक्रमों की सफल क्रियान्वयन के दृष्टिगत अभियान का व्यापक प्रचार-प्रसार सुनिश्चित करने का कष्ट करें।
5. निदेशक, संस्कृति निदेशालय, उ0प्र0, लखनऊ को इस निर्देश के साथ प्रेषित कि उत्सवधर्मितापूर्ण उक्त आयोजनों के अनुकूल सांस्कृतिक कार्यक्रमों की विस्तृत रूपरेखा बनायें व उन्हें विभिन्न विभागों के साथ समन्वय कर क्रियान्वित करायें।

आज्ञा से,
उमा द्विवेदी
संयुक्त सचिव

1- यह शासनादेश इलेक्ट्रानिकली जारी किया गया है, अत: इस पर हस्ताक्षर की आवश्यकता नही है ।
2- इस शासनादेश की प्रमाणिकता वेब साइट http://shasanadesh.up.gov.in से सत्यापित की जा सकती है ।

31205/MS/SECY GI/2023

गोविंद मोहन
सचिव
Govind Mohan
Secretary

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली–110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

पत्रांक 1131 प्र०स०/सं० एवं पर्य०/2023
दिनांक 12/9/23

प्र०वि० संस्कृति

D.O.No. 42-22/261/2023-AKAM

September 14, 2023

15/09/2023
(दुर्गा शंकर मिश्र)
मुख्य सचिव
उत्तर प्रदेश

Dear Shri Mishra,

Meri Maati Mera Desh (MMMD) is the finale programme of Azadi Ka Amrit Mahotsav Commemoration. It envisages paying tributes to all those veers and viranganas who have made supreme sacrifice for the country. In the first phase of MMMD, different events were held across rural and urban India, which included following:

a. Construction of memorial plaques with names of locals bravehearts (2 lakh plus constructed already)
b. Felicitation of bravehearts and their families
c. Planting of saplings (2 crore plus) and creation of 2 lakh plus local Amrit Vatikas.
d. Taking of Panch Pran pledges (about 4 crore uploads on MMMD website)
e. Singing of Rashtragaan and hoisting of National Flag at events held..

2. In the second phase of MMMD, mitti is being collected from each household of India as a symbolic contribution and expression of people's participation towards creation of an Amrit Vatika in Delhi. In case, where mitti is not available, people can contribute a grain of rice. The Amrit Vatika along with an AKAM Memorial will be a lasting legacy and permanent reminder of the entire commemoration of Azadi Ka Amrit Mahotsav and the spirit of valour and sacrifice of our veers who made our freedom and progress a reality.

3. The overall timelines for this phase of the programme are as under:

1st September	30th September	Mitti Collection at local level: Villages and Wards
1st October	13th October	Programmes at Blocks and Municipal Corporation, Municipalities, City Councils etc. Mitti from the villages/ wards is brought here to be mixed
22nd October	27th October	Movement of Kalash from blocks and urban local bodies to the State Capital. Ceremonial send off programmes
28th October	1st November	Programme in Delhi

वि. सं. संस्कृति/Dir (Culture)
कृपया शीघ्र
वार्ता
(सुरेशचन्द्र मेश्राम)
15-9 प्रमुख सचिव,
पर्यटन, संस्कृति एवं
धर्मार्थ कार्य विभाग, उ० प्र० शासन

Contd../2

CamScanner

4. In order to enhance the outreach and impact of the Amrit Kalash Yatras being undertaken by the State machinery, it has been decided that Ministries and Departments of the Central Government with presence at district/ block/ village levels would support the local programmes. Towards the same, following have been identified as possible active partners and their presence mapped for potential synergy and collaboration.

a. Central Armed Police Forces (Ministry of Home Affairs)
b. Banks (Ministry of Finance)
c. Kendriya Vidyalaya, Navodaya Vidyalaya, CBSE Schools (Ministry of Education)
d. Post Offices (Ministry of Communication)
e. Common Service Centres/ Village Level Entrepreneurs (Ministry of Electronics and Information Technology)
f. Zonal Cultural Centres (Ministry of Culture)
g. PSUs (Ministry of Coal)

5. Nodal organisations have been indicated to lead the local interventions of Amrit Kalash Yatras in collaboration with other stakeholders from State and Central Governments. The key tasks of the Nodal agency are as under:

a. Mitti and Rice collection
b. Local events at blocks and local urban bodies
c. Ceremonial send off from State Capitals
d. Sharing details of participants coming to Delhi
e. Railway Bookings etc.

6. In this regard, a detailed SOP of actions to be undertaken is enclosed atAnnexure – I.

7. It is requested that a plan of action may be drawn up by your State and shared with Ministry of Culture at the earliest.

with regards,

Yours sincerely,

(Govind Mohan)

Shri Durga Shanker Mishra
Chief Secretary
Government of Uttar Pradesh
Lucknow

CamScanner

Standard Operating Procedures (SOP) for Amrit Kalash Yatra(s) within the Meri Maati Mera Desh Campaign

1. BACKGROUND

- Meri Maati Mera Desh is the finale programme of Azadi Ka Amrit Mahotsav Commemoration. It envisages paying tributes to all those veers and viranganas who have made the supreme sacrifice for the country.
- **1st PHASE:** Starting 9th August, 2023 (Quit India Day), as part of the first phase of Meri Maati Mera Desh campaign different events held across rural and urban India. These included following:
    - Construction of memorial plaques with names of locals bravehearts (2 lakh+ constructed already)
    - Felicitation of bravehearts and their families
    - Planting of saplings (2 crore+) and creation of 2lakh + local Amrit Vatikas.
    - Taking of Panch Pran pledges (about 4 crore uploads on MMMD website)
    - Singing of Rashtragaan and hoisting of National Flag at events held.
- **2nd PHASE :** 1st September, 2023 marked the start of the 2nd phase of Meri Maati Mera Desh campaign.
    - In this phases mitti is being collected from each household of India as a symbolic contribution and expression of people's participation towards the creation of an Amrit Vatika in Delhi. (Where mitti is not available people can contribute a grain of rice.)
    - The Amrit Vatika along with an AKAM Memorial will be a lasting legacyand permanent reminder of the entire commemoration of Azadi Ka Amrit Mahotsav and the spirit of valour and sacrifice of our veers who made our freedom and progress a reality.
    - Overall Timelines for this phase of the programme.

1st – 30th September	Mitti Collection at Villages and Wards
1st – 13th October	Programmes at Blocks and Municipal Corporation, Municipalities, City Councils etc. Mitti from the villages/ wards is brough here to be mixed.
22nd -27th October	Movement of Kalash from blocks& urban local bodies to the State Capital. Ceremonial send-off programmes.
28th Oct-1st November	Programme in Delhi

2. STANDARD OPERATING PROCEDURES

1. Guidelines

a. This Standard Operating Procedure is being issued in accordance with the directions provided by the Ministry of Culture and Ministry of Youth Affairs and Sports.

b. It serves as a comprehensive guideline detailing essential protocols for the successful execution and implementation of all aspects connected with the Amrit Kalash Yatra(s) under the Meri Maati Mera Desh Campaign:

c. It is envisaged that local panchayats will take the initiative to chalk out the village level programmes and work in tandem with various Government

CamScanner

departments and institutions such as Kendriya Vidyalaya, Navodaya Vidyalaya, CBSE affiliated schools, Central Armed Police Forces, Common Service Centres, Banks, Post Officesand others to execute the same.

d. Overall planning related to Amrit Kalash Yatras which includes dates, routes, logistical requirements, manufacturing and procuring of Kalash etc. should be coordinated by the respective District Collectors/ District Magistrates/ Deputy Commissioners. The DCs /DMs are also supposed to coordinate the events at block / Urban Local Body (ULB) levels in consultation with Panchayati Raj Institutions (PRIs), and other relevant stakeholders.

2. **Role of Central Government Ministries / Departments**

   a. Select Central Government Ministries / Departments through their different entities have been mapped to all the districts of the country. It would be the responsibility of the field level units of the Central Government Ministries / Departments to ensure successful implementation of the Amrit Kalash Yatra programme in collaboration and in association with the district level authorities and Panchayati Raj Institutions.

   b. State / UT Governments are advised to work with the field level units of the Central Government Ministries / Departments to enhance their outreach efforts and ensure successful implementation.

   c. The details of Central Government Ministries / Departments, in terms of mapping of their entities to different districts of the country, is available at this link. (CLICK HERE)

3. **Festive & Joyous Occasion**

   a. Collection of mitti from homes across India is envisaged as a collective outpouring of our love and respect for our motherland and those who gave up their today for our tomorrow.

   b. Local & indigenous instruments such as dhols, nagaras, and others may be used during the mitti collection drives to add festive fervour to the moment.

   c. Patriotic songs may be sung by students and volunteer groups and the **Mitti Anthem*** to be played during programmes and collection drives.

   d. Event venues to be suitably decorated in local artistic and handicraft traditions to bring alive the festive and patriotic nature of the programme.

4. **Preparation for the Mitti Collection and Amrit Kalash Yatras**

   a. **Pre-Programme Meeting with Panchayat Pradhan/Ward Members/Village Elders:** Schedule and conduct a meeting by with Panchayat Pradhan, Ward Members, and Village Elders to discuss the planning and objectives of the Kalash Yatra programme.

   b. **Finalization of date and other modalities for the local programmes:** Collaborate with the community leaders (PRI Members, Village Elders and Teachers and other community members) to select a suitable date for the Kalash Yatra to ensure involvement of key participants and stakeholders.

   c. **Identification of Start Point and End Point of Kalash Yatra**: Identify the starting and end points for the Kalash Yatra route in consultation with local authorities and community members of village.

CamScanner

d. **Route Mapping &Cleaning (swachhta) Prior to the Yatra:** Ensure that the entire route for the Kalash Yatra is cleaned and free of debris and trash before the Kalash Yatra begins.

e. **Identification of Braveheart Family (if any):** Identify families of bravehearts within the village and briefing them about the programme and request them for their participation.

f. **Arrangement of Kalash for Mitti/Rice Collection:**Organisers to ensure production& procurement of required number of kalash (pots) locally for collecting Mitti (soil) or rice during the Yatra.
   i. The number of Kalash may be one or more than one to be decided by the village/community members.
   ii. Kalash may be made of terracotta, metal etc. and decorated as per local traditions.

g. **Identification of Amrit Kalash Yatra Contingent:** Form a diverse Kalash Yatra contingent by ensuring proper representation from various segments of the local community.
   i. Groups who may be invited to be part of contingent: NYKS volunteers, Guides and Scouts, NSS, NCC, Angawandi Workers and other youth volunteers with special emphasis on women participation.
   ii. Local Achievers such as Padma winners, recipients of Gallantry awards, artists and performers with unique talents, students who have recently got through competitive exams such as UPSC/ NEET / CAT etc. and others to be specially invited to join the local collection drives and programmes.
   iii. Personnel from Central Armed Police Forces, State Police Forces& Defence may be requested to join as per local feasibility. Special outreach amongst retired personnel across forces to be undertaken for participation.
   iv. For gatherings near and around schools, school children and teachers may be invited specially while taking Panch Pran pledge.
   v. Select a leader for the contingent, preferably a retired or serving defence/CAPF personnel/freedom fighter/ teacher or a respected public representative who may guide the participants effectively.

h. **Arrangement of Tiranga (National Flag):** The National Flag epitomises and embodies our patriotic fervour. Same may be made part of all collection drives, events and programmes in a befitting manner.
   i. D/o Post is selling Tirangas through it's network of 1.5 lakh post offices throughout the country. Flags may be purchased from the nearest local post office.

i. **Panch Pran Pledge in Local Language:**
   i. At the time of mitti collection, Panch Pran pledge to be administered by volunteers.
   ii. English and Hindi Pledge are available for download here. (https://merimaatimeradesh.gov.in/downloads)

CamScanner

iii. It is requested to use local language translations of thesame for wider dissemination. Same may be sent via messaging apps and social media to volunteers for easy access and further dissemination.

iv. The translated version may be shared with the Ministry of Culture for the purpose of record keeping.

v. Pledge taking selfies may be uploaded on yuva.gov.in by all stakeholders.

j. **Arrangement of Dhol, Nagada, or Other Musical Instruments:** Arrangement of musical instruments such as Dhol, Nagadaandother musical instrument for creating the festive environment en route.

k. **Informing the Local Community & Residents:** One day before the programme, inform all village/community residents about the upcoming Amrit Kalash Yatra. Motivate them to be involved and participate in this noble initiative and understand its significance.

l. **Public Announcements:** One or two day before the collection drives and local programmes announcements via drum beating, recorded public announcements may be made to create a festive atmosphere. This may be done via microphones on rickshaws, autos, e-rickshaws, bullock carts and small vans navigating through the local areas.

m. **Media Invitation:**Extend invitations to local and regional print and electronic media outlets to cover the village/ block level programmes, ensuring wider visibility, especially in vernacular.

i. Inform local PIB for coordination and media coverage.

ii. Local Doordarshan/AIR teams to be informed in advance for related content, topical discussions, focus on local veers and their families alongside live coverage of Amrit Kalash Yatras.

iii. Inform all print and TV private organisations, FM & community radio channels for amplification.

n. **Branding**

i. The mitti collection drive of AMRIT KALASH YATRAS is part of the MERI MAATI MERA DESH CAMPAIGN.

ii. Approved branding (posters, banners etc.) to be prominently showcased during the collection drive and during events and programmes being held at blocks, local urban bodies and at State capitals.

iii. Posters to be put up at post offices, banks, railway ticket counters, kirana shop counters, notice boards of schools, residential colonies, markets and other places of high footfalls, on local whatsapp groups

iv. Branded selfie points & cutouts to be put up at all relevant locations.

v. One – Two pager self-explanatory pamphlets on MERI MAATI MERA DESH are available for download and digital and physical distribution.

vi. Creatives may be downloaded from this link. (https://merimaatimeradesh.gov.in/downloads)

2. **Actions to be undertaken during the actual Mitti Collection Drive and Amrit Kalash Yatras**

CamScanner

a. **Commencement with Panch Pran Pledge:** At the outset at starting point Panch Pran Pledge may be administered followed by commencement of Amrit Kalash Yatra.

b. **Chanting Patriotic Slogans and Songs:** Encourage all members of the contingent to enthusiastically chant patriotic slogans or sing songs like "Meri Maati Mera Desh," "Jai Hind," or other patriotic songs to instill a sense of unity and pride.

c. **Musical Accompaniment:** Few participants with musical instruments to walk alongside or in front of the main contingent, providing a musical backdrop for the Yatra.

d. **Mitti/Rice Collection at Homes:** Ensure that the Yatra makes scheduled stops at every home along the route to collect Mitti or rice from the residents, ensuring community participation. A pinch of mitti is to be collected from each house. Rice is to be collected only in scenarios where mitti is not available. Collection must be done with the awareness that this is a symbolic contribution and there should not be any cleanliness concerns/wastage of foodgrain/ potential risk of unnecessary increase of weight of the kalash leading to accidental breakage and/or damage.

e. **Focus on Braveheart Families:** Give special attention to the homes of braveheart families, and if possible, contingent may stop for a while at their houses and raise patriotic slogans as a mark of respect and honor.

f. **MENTION: Special care should be taken to ensure that the Amrit Kalash Yatras and related programmes do not cause any inconvenience to local traffic and everyday life.**

3. **Programmes at Blocks and Local Urban Bodies**

a. Once mitti is collected at the village and ward level, a **celebratory programme with participation of all stakeholders & local community** is to be held at the blocks and local urban bodies.

b. The intent is to bring together all the kalash from nearby villages to the blocks in rural areas and from the wards to the municipalities/municipal corporations, nagar panchayats etc. in urban areas and symbolically mix all the mitti collected. There will be no further mixing of mitti post this. **The aim is to have 1 kalash per block and 1 kalash per urban local body represented in the Delhi programme.**

c. It is recommended that each Kalash post mixing of mitti at the Block level should not exceed a weight of 2-2.5 Kgs to facilitate easy transportation to New Delhi for the finale event. Any excess mitti/rice collected may be diverted to local Amrit Vatikas.

d. Venue for the programme to be public parks, community spaces, playgrounds of local schools etc. to enable gathering of a large crowd and public participation.

e. Chief guest / Guest of Honor invites to be sent to local MLAs, Celebrities, Member of Parliament, local industrialists, and others.

f. Participation invite to all villages in that block, all wards within that urban body to come with kalash filled with mitti/ rice locally collected in their areas

CamScanner

g. Special invites to be sent to
   i. Local achievers who are role models
   ii. Schools and colleges (principal, teachers, students to join)
   iii. Families of freedom fighters and local veers
   iv. Representatives from Ministry of Defence, Central Armed Police Forces, Zonal Cultural Centers, D/o Post, Village Level Entrepreneurs affiliated to Common Service Centers,

h. Media invites to be sent to PIB and private institutions for coverage.

i. Approved branding, standee, selfie points to be used for the programmes.

j. For the block level programmes in rural and similarly in urban areas, specially in locations where no local support is available, teams may reach out to the concerned Zonal Cultural Center of the Ministry of Culture to provide artistic and creative support to the programme being held locally. Outreach coverage of Zonal Cultural Centers have been mapped in the sheet available in link given above.

k. Start time of the programmes to be planned as per local feasibility ensuring reasonability of travel time by people from nearby villages and wards with their respective kalash.

l. A suggested Minute to Minute for the programme is provided as a ready reference.

Duration	Details
3-5 minutes	AKAM films/ glimpses of various programmes and initiatives held during AKAM to be played as people are gathering.
5 – 10 mins	Welcome and Felicitations of Veers & Freedom Fighters
3- 5 mins	Mitti Film
5 – 10 minutes	Patriotic songs / Playing of Mitti Anthem / Poems etc.
20 – 30 minutes – 45 minutes Time to be adjusted as per number of villages/ wards to be accommodated.	Choreographed Presentation (each village / ward to come forward and pour mitti into the block level kalash in rural and its equivalent urban body in urban areas). School bands, CAPF / State police bands etc. to add patriotic fervour to programmes. Local musicians, singers, dancers, school children to join. As per time available skits on local veers to be incorporated.
	VIP Speeches
	National Anthem

4. **<u>Ceremonial Send off from State Capitals</u>**

a. All the kalash from the blocks and local urban bodies to be brought to the capital of the State/ UT and a ceremonial sendoff programme to be organised.

b. Programme to be led by Hon'ble Chief Minister, H.E. the Governor/Lt. Governor and/or other dignitaries as deemed fit.

c. Approximately 3-4 people from each block / local urban body to travel to Delhi. One of them may be the NYKS nodal/volunteer for that locality.

CamScanner

ail

CHIEF SECRETARY GoUP

D.O. regarding Meri Maati Mera Desh Campaign

From : Govind Mohan <secy-culture@nic.in> Fri, Sep 15, 2023 01:53 PM

Subject : D.O. regarding Meri Maati Mera Desh Campaign 2 attachments

To : CHIEF SECRETARY GoUP <csup@nic.in>

Cc : PRIYANKA CHANDRA <priyankachandra.dad@hub.nic.in>

Sir/Madam,

Please find attached letter on the above subject.

Regards,
O/o Secretary (Culture)
23386995, 23381040

- **D O to CS, UP.pdf**
  2 MB
- **SoP Amrit Kalash Campaign 12 Sept 2023 - for States.docx**
  38 KB

CamScanner

d. The journeys to be undertaken via special Amrit Kalash Yatra trains which will be coordinated by the Ministry of Railways. For any train booking related queries please reach out to the State level representatives of Ministry of Railways.

e. Communicate your travel dates to the AKAM Secretariat (Email - azadiamrit@gmail.com)

5. **Programme in Delhi**

a. Boarding, lodging and in city travel arrangements to be taken care of in Delhi by Ministry of Youth Affairs and Sports & Ministry of Culture.

b. It is requested to reach Delhi no later than 28th October, 2023 to enable sufficient time for participation in practice drills for the finale programme.

c. Arrangements of boarding and lodging would be done till the morning of 2nd November, 2023 by the Ministry of Culture and Ministry of Youth Affairs and Sports. Return journeys may be plannedaccordingly.

6. **Special Mention**

a. This is a programme for whole of India with participation from all States and UTs and all Ministries and Departments of Government of India.

b. Towards this noble cause of raising a tribute to veers, all programmes are to be self-funded locally.

* The Mitti Anthem was released by the Hon'ble Minister of Home Affairs and Cooperation on 1st September, 2023 and may be downloaded from MMMD website.
https://merimaatimeradesh.gov.in/downloads

CamScanner